

Question		Available Choices		Results	
1 Briefly, what defines downtown Bloomington and makes it a special place?		#	#	Categorized	Open-Ended
N = 47					
			14	8 People	Friendly people
				6 Community	I think the sense of community and the local aspect. It is a community that accepts and respects people's differences Students, visitors, local community
			14	2 Large community gatherings 2 Small gatherings 3 social life	I also love running into people I know from around town and hanging out impromptu. night with lights on, active, events nights, active Little cultural hub
				3 Music	
			15	6 Bars/restaurants	The variety of food restaurants Small shops / Small businesses local, private owned businesses, one of a kind shops driven by small businesses The staple business and the community that follows it I like that the shops are unique and not all the same thing... even if some of them are super expensive.
				9 Shops	
			24	6 Beautification	landscape, flowers, floral garden The changing greenery and flowers Flowers on the windows, very clean and pretty buildings, the fish on top of the courthouse The maintained historic buildings, the combination of history and modernity that make Bloomington so unique. Downtown Bloomington is a unique blend of contemporary activities, shops, and restaurants alongside a rich history preserved in the buildings and hearts of those who live here. A historic location that blends the historical buildings of Bloomington with a vibrant work day and even brighter night life. The Court House
				4 History	
				4 The Mix	All of the different restaurants, shops, and galleries that allows our community to connect with one another. Mix of businesses and people Variety of Offerings There's so much cool stuff, like tall buildings, Wonderlab The diverse cross section of people and views.
				6 The Feel	Quirky feel Eclectic and vibrant Downtown has a small town vibe. Good social zone. Peaceful Collegiate atmosphere meets small town Indiana
				2 IU and downtown	The IU spirit.
				2 Nostalgia and memories	Not as special as it used to be,Christmas lights is the best
			6	4 Walkable	walking friendly
				2 Dog friendly	I walk my dog, Sadie, there every day to get a treat at JL Waters and Goods for Cooks. Invariably someone stops me and says she looks like a wolf or fox or coyote.
2 What 5 words/ideas describe your live/work/play experience around Bloomington's historic Courthouse Sq?		#		Categorized	Open-Ended
N = 36					
			26	the feel	friendly, exciting, artistic, unique, spirited, relaxing, opportunistic, open, love, lively place to walk around, lively, intriguing, interesting, hospitable, homey, home, Familiar, engaging, different, comfortable, approachable, appreciating, accepting
			21	the activity	work, fun, walking, connecting, walking my dog, traditions, no-kings protest, nightlife, new experiences, events, change, break, Blue Bird, art markets
			16	the structure	walkable, iu, throughway, safe, roadwork, preservation, parking tickets, limestone, easy to get around, construction, biking
			15	people-related	welcoming, community, people-watching, people, social gathering, smiling, sharing, safe place to meet friends, running into people I know from around town
			14	food-related	restaurants, eating, Trojan Horse, meals, local eatery scene, great food, food, fine dining, farmer's market, dining
			9	the aesthetic	trees, the fish on the dome, historic buildings, green, flowers, floral, colorful, clean, beautiful
			8	shopping	shopping, own business, local shops, interesting shops, great shops, cute shops, cute boutique shops
3 What subject or theme (up to 3) would you like to see depicted in the mural?		#			
N = 60					
			36	Arts & Culture	Other : Described

Question	Available Choices	Results		
	Nature/Landscapes or Agriculture	32	2	Connection and Love
	Local History or Identity	22	2	Farmers Market
	Sports	13	2	Marvel/movies
	Other	11		Diversity of nations
	Business	7		Maybe music related, certain instruments or styles of music
	Individuals/Icons	6		No sports
	Science or Innovation	3		small shop scenery
	<i>N here = votes, not respondents</i>	130		Surrealism
				us taking care of our community

4 Tell us more about your preferred subject/theme.	#	Q3 Categories	Open-Ended
<i>N = 30</i>			
	4	Arts & Culture	go well with courthouse or b-line Image should ressonate with the Bloomington Culture... and arts, which differentiate it from other nearby cities/towns Showing our diverse community; more real than the murals we have in Bloomington now; less blocky Since this one is so close to art remains, it would be really cool to see one focused on hand-making things, ancestral traditions of handcraft, etc.
	1	Individuals/Icons	John Mellencamp, Bobby Knight
	4	Local History or Identity	A blend of how the history of town blends into the modern era of business and play. Bloomington culture independent of IU Bloomington is a pocket of open mindedness and acceptance within Indiana. Showcasing evergreen themes will last longer and reach a larger audience. Town history
	2	Nature/Landscapes or Agriculture	I would love to see a mural of native plants and foods Quarry pit where street level is the water level
	3	Sports	Hoosiers i just want the bison IU Football
	2		All the things that bring us together Inclusive and American
	2		clean concepts Colorful
	3		Community Service Organizations: People Serving People, Helping Others in the Community Diversity of nations - With the school population, the city experiences different cultures from around the world. us taking care of our community / love and safety
	2	Various	In my four years here, I've come to love this town. I'd like to see a mural that loves this town, or inspires love for this town just by being a cool mural. Something that will inspire hope, reaching for better, neighbors - anything that is the antithesis of the current political/economic/social sludge we are enduring. Something to inspire us to reach for better.
	3		I love iu, but I feel that downtown is not lu and has its own identity. Now can we respect that lu helps support the local side of bloomington but it is not lu. So I think the local/ history/ arts is important to note.
	1		I think it's important to showcase something that isn't the obvious, the football/mendoza is beautiful and iconic but we know about the sports it's time to highlight something new We dont need another sports one, not everyone cares about sports
	1		Space theme

5 What vibe would you hope the mural conveys?	#	#	Open-Ended	Related Detail
<i>N = 39</i>				
	3		Bright and Happy	
	8	4	Play/Playful	playful, socially engaging, the multicolors of bloomington life play and excitement
			Light	
	2		Peace	
	2		Serene	
	8	3	Wonder bounty	
	6		color vibrancy against gray limestone and close to campus vibrant colors contrasting the limestone Colorful and spontaneous interest / interesting For it to be eye catching	
	3		Quaint small town charm 21st Century Energy merges with the places that has made Bloomington feel like "home." Thrift, tradition, self-efficacy. Our ability to do things with what we have.	
			openness, acceptance Better, hope, together, responsibility, pride in community	

Question	Available Choices	Results
	7	that we care about our community and those in it. Togetherness, community Eusociality collaboration between people from all walks of life
	7 various	Aesthetic Beauty, nature, artsy IU and John Mellencamp celebrity Historical to current/future Real & honest; something that makes you stop to think about/question the different meanings Less lingo

6 Ideally, how would you envision people engaging with the mural?	#	
N = 59		
All of the Above	23	# Other : Described
Admiring it	17	admiring it/influenced by it
Interacting with it (e.g., selfie spot)	13	admiring it/selfie with it
Gathering around it	-	Admiring it/taking pictures with it
Other	5	interacting/admiring it
N = 58		taking action

7 Which style of mural would you prefer?	1st	2nd	3rd	Top 3	Score	Final Weight
N = 58						
Realism	13	10	7	30	2.20	0.555
Whimsical	10	7	3	20	2.35	0.395
Optical Illusion / Surrealism	8	5	1	14	2.50	0.294
Abstract	10	2	-	12	2.83	0.286
Composite	6	7	-	13	2.46	0.269
Graffiti Art	5	2	6	13	1.92	0.210
Graphic	4	2	2	8	2.25	0.151
Portrait	2	1	6	9	1.56	0.118
N =	58	36	25	119		

8 What do you like most about your favorite style?	Q7 Types	Open-Ended
N = 26		
Abstract		abstract is fun Bright Color color I like van gogh style
Composite		Its more art than design. Art speaks to the soul. Looks like museum art people and places pictured together
Graffiti		Bloomington used to have a great collection of stenciled street art in the early 2000s. I'd love to see a resurgence of this style. At this time, Bloomington has way too much graphic public art. It lacks meaning and feels corporate. (Look up "corporate memphis") Graphite is crazy and colorful It makes people stop and look
Graphic		it shows what's real use of shape and color
OpArt/Surreal		Fun It looks neat Real item with something with a twist added to make you think We have plenty of murals of many styles in this town, but no illusion murals. Encourages engagement with the space and the piece. It's fun to find the right spot to stand to make the illusion work.
Portrait		majority of all people with different backgrounds I enjoy art that captures the realism of the moment. It creates a beautiful blend of background images with people or buildings in the foreground. I enjoy the attention to detail realism shows; shadows

Question	Available Choices	Results
	Realism	I think realism enables a greater number of people to appreciate the inspiration behind the mural instead of getting caught up in trying to "understand" the picture they're seeing. It's less interpretive, more widely appreciated. Preferred art style Relatable, understandable for all ages the colors
	Whimsy	Different aspects to look at, interesting, makes you think It feels fun not literal. Many interpretations That it's intentional, playful, expressive and imaginative Whimsical is the most engaging and thought provoking
	[blank]	It is fun and colorful

9 What else would you like us to consider? <i>N = 26</i>	#	Open-Ended
	3	No sports
	3	Consider using local artists. John Mellencamp is artist and could work on mural
		People of color as the artist If you were to showcase famous people from Bloomington, consider making each person a slightly different size depending on the impact that he or she had on the community. Honoring those who have contributed to an identity not solely focused on the university Van Gogh style museum art A movie theme No Latino kid Native American inclusion colorful! Not political. Have fun and go bold!!! Droopie letter, bold, and big Part of the mural be in black and white, the rest in muted vibrant but not flashy colors Should go along with the courthouse or B line trail That you should get proposals from various artists and let us vote on them a new mural every couple of years Some public art styles are quite dated and played out. Do a bit of a deep dive online to see which ones have kind of become a running joke. Graphic style or abstract would practically be begging graffiti writers to put their tag over it, especially in a hidden alley. Look at the pieces on the south wall of the Hyatt Place for example. Also put my dog on there—just kidding just kidding... unless...

10 Name & Email (optional) <i>N = 14</i>	#	Open-Ended
		responses removed for data privacy considerations

PROCESS NOTES		
Total N = 61	Color Key	Top choice(s) for RFP Other and Open-Ended Responses
	Q1-10	Q3 & 6 = count/sort of options with sort of Other (NOT aligned with choice on same line) Q7 Score = sum(1st * 3, 2nd * 2, 3rd * 1)/ total top 3 votes for that item Q7 Final Weight = score * (% of top 3 votes for item among all votes) Q1, 9 & 10 = just the raw data sorted (counts added where duplicate answers)
	Notes Tab	This is additional feedback gathered during a week of tabling at the mural site

To see Responses & Detail >>>> **CLICK "+" Signs in Left Margin to Open/Close Each Question**

Category	Responses	
Post-It Stickies		
	1 Population/community	
	2 Community & Inclusivity	
	3 Celebrating & inviting diversity	
	4 Ellettsville/community building	
	5 Community Arts, Downtown Festivals	
	6 Princess Theater + highlight BCT	
	7 Lotus Festival	
	8 Arts + Music	
	9 Music	
	10 Colorful	
	11 Food for the eyes	
	12 Farmers Market	
	13 Celebrate Indiana Agriculture	
	14 Bloomingfoods 50th year	
	15 Cats	
	16 Nature	
	17 Abstract + Nature Theme	
	18 Outdoor adventure scene (hiking)	
	19 Outdoor adventure scenes	
	20 Limestone, outdoors, dogs	
	21 Walking	
	22 Bloom	
	23 All History of Bloomington	
	24 History of Downtown - Business	
	25 Canopy Lighting	
	26 Downtown landmarks	
	27 Nick's English Hut 1920	
	28 small business	
	29 Bike Friendly City	
	30 Little 500 Theme	
	31 Breaking Away Theme	
	32 Sports	
	33 Activate	
	34 Less about IU + more about Bloomington	
	35 Less about IU + more about Bloomington	
	36 Not IU anything	
	37 No prez	
	38 Too expensive	